

Amendments to the Claims:

1. (currently amended): A method for utilizing a title signal contained in digital data through a comparison of the title signal to a player signal stored in a player device, the method comprising; the steps of:

downloading the digital data having the title signal via an Internet connection, wherein the title signal is carried with digital watermarking encoded in the digital data;
transferring the downloaded digital data to the player device;
detecting, at the player device, the title signal in the data; data;
comparing the title signal to the player signal; and
performing an action based upon the comparison.

2. (original): The method of claim 1, wherein the digital data is streaming audio or video data.

3. (original): The method of claim 1, wherein the player signal is indicative of an attribute of the device, device user, data, or data owner.

4. (currently amended): The method of claim 1, wherein the title signal is a watermark signal, or a subsignal thereof, encoded in the digital data, wherein the method further comprising: comprises the steps of:

extracting the watermark signal from the digital data; and
decoding the digital watermarking to obtain the title signal, watermark signal or
subsignal thereof.

5. (currently amended): The method of claim 4, wherein the digital watermarking watermark-signal contains a copy protection subsignal of a predetermined number of bits, the title signal being a portion of the predetermined number of bits unused by the copy protection subsignal.

6. (original): The method of claim 1, wherein the action is performed if the title signal matches the player signal.

7. (original): The method of claim 6, wherein the action is to inform the device user of the match and at least one consequence thereof.

8. (original): The method of claim 7, wherein the consequence is informing the user of the winning of a prize.

9. (original): The method of claim 7, wherein the digital data is digital video data.

10. (original): The method of claim 7, wherein the digital data is digital audio data.

11. (original): The method of claim 7, wherein the action is to inform the device user of the match and of the player signal.

12. (original): The method of claim 3, wherein the player signal is indicative of a device number.

13. (currently amended): The method of claim 1, further comprising ~~the step of~~ encoding the title signal in a time varying manner.

14. (currently amended): The method of claim 3, further comprising ~~the step of~~ inputting the player signal to the player device prior to the act of comparing, ~~step,~~

15. (currently amended): The method of claim 6, wherein perfect matching between the title signal and player signal is necessary in order to perform the action.

16. (original): The method of claim 6, wherein imperfect or approximate matching between the title signal and player signal is permitted in order to perform the action.

17. (original): The method of claim 6, wherein the title signal and player signal contain at least two fields, each field comprising a group of bits, wherein matching of fields between the title signal and player signal is permitted in order to perform the action.

18. (original): The method of claim 1, wherein at least one title signal which when compared to the player signal evokes the performance of the action.

19. (original): The method of claim 1, wherein at least one title signal which when compared to the player signal evokes the performance of the action, is chosen to match at least one targeted demographic group.

20. (original): The method of claim 1, wherein the action is performed if the title signal matches the player signal and the action is to inform the device user of the match.

21. (currently amended): The method of claim 1, wherein the player device is a personal computer and the act of transferring **step** comprises storing the downloaded data to a recordable medium readable by the player device.

22. (currently amended): The method of claim 21, wherein the acts of detecting, comparing and performing **steps** are performed after the act of storing **step** is completed.

23. (currently amended): The method of claim 21, wherein the acts of detecting, comparing and performing **steps** are performed after the downloaded digital data is partially stored such that the title signal is available for use in the method before the act of storing **step** is completed.

24. (currently amended): The method of claim 1, wherein the player device is a personal computer and at least the act of detecting **step** is performed in real time as the digital data is downloaded.

25. (currently amended): A method for utilizing a title signal contained in digital data through a comparison of the title signal to a player signal stored in, or available from, a personal computer, the method comprising: the steps of:

providing the digital data having the title signal;

detecting, at the personal computer, the title signal in the data;

comparing the title signal to the player signal; and

performing an action based upon the comparison.

26. (original): The method of claim 25, wherein the action is performed if the title signal matches the player signal.

27. (original): The method of claim 26, wherein the action is to inform the personal computer user of the match and at least one consequence thereof.

28. (original): The method of claim 27, wherein the consequence is informing the user of the winning of a prize.

29. (original): The method of claim 27, wherein the action is to inform the personal computer user of the match and of the player signal.

30. (currently amended): A method for utilizing a title signal contained in a computer readable set of instructions through a comparison of the title signal to a player signal stored in, or available from, a personal computer, the method comprising: **the steps of:**

providing the computer readable set of instructions having the title signal;
detecting the title signal in the computer readable set of instructions; instructions;
comparing the title signal to the player signal; and
performing an action based upon the comparison.

31. (original): The method of claim 30, wherein the action is performed if the title signal matches the player signal.

32. (original): The method of claim 31, wherein the action is to inform the personal computer user of the match and at least one consequence thereof.

33. (original): The method of claim 32, wherein the consequence is informing the user of the winning of a prize.

34. (original): The method of claim 32, wherein the action is to inform the personal computer user of the match and of the player signal.

35. (original): The method of claim 34, wherein the computer readable set of instructions having the title signal contained therein is provided to the personal computer by downloading via an Internet connection.

36. (original): The method of claim 25, wherein the player signal is embedded within the computer readable set of instructions.

37. (currently amended): The method of claim 25, wherein the act of detecting **step** comprises computing the player signal from the information available from the personal computer.

38. (currently amended): The method of claim 25, wherein the act of comparing **step** is performed by a subset of instructions contained within the computer readable set of instructions.

39. (currently amended): The method of claim 25, wherein the computer readable set of instructions represents an application program executable by the personal computer, wherein the personal computer has an operating system for launching the application, and wherein the act of detecting **step** is performed by the operating system.

40. (currently amended): The method of claim 39, wherein the operating system also performs the acts of comparing and and/or performing **steps**.

41. (currently amended): The method of claim 25, further comprising ~~the step of~~ expiring the player signal after a predetermined time such that it is no longer useful for comparison to the title signal.

42. (currently amended): The method of claim 41, further comprising ~~the step of~~ updating the player signal for comparison to the title signal.

43. (currently amended): A method for utilizing a title signal contained in digital data to be input into a computer readable set of instructions through a comparison of the title signal to a player signal stored in, or available from, a personal computer, the method comprising: ~~the steps of:~~

providing the digital data having the title signal;
inputting the digital data to the computer readable set of instructions;
detecting the title signal in the digital ~~data; data;~~
comparing the title signal to the player signal; and
performing an action based upon the comparison.

44. (original): The method of claim 43, wherein the action is performed if the title signal matches the player signal.

45. (original): The method of claim 44, wherein the action is to inform the personal computer user of the match and at least one consequence thereof.

46. (original): The method of claim 45, wherein the consequence is informing the user of the winning of a prize.

47. (original): The method of claim 43, wherein the action is to inform the personal computer user of the match and of the player signal.

48. (original): The method of claim 43, wherein the computer readable set of instructions is a word processing application program and the digital data is a document read thereby.

49. (currently amended): A method for utilizing a title signal contained in digital data and a player signal stored in a player device, the method comprising: ~~the steps of~~ encrypting the title signal using a private key; detecting, at the player device, the title signal in the data; decrypting the encrypted title signal using the player signal as the private key; determining if the result of the act of decryption step results in the title signal; and performing an action based upon the determination.

50. (original): The method of claim 49, wherein the action is performed if the result of the decryption results in the title signal.

51. (original): The method of claim 50, wherein the action is to inform the device user of the determination and at least one consequence thereof.

52. (original): The method of claim 51, wherein the consequence is informing the user of the winning of a prize.